

Altios International uses Sage CRM to expand its business



Customer

Altios International

Industry

Business Consultants

Location

France

Solution

Sage CRM and Sage 100

Altios International, a consulting company, chooses Sage CRM to centralize and optimize the group's activity. The flexibility and functional adaptability of Sage software, combined with its analytical and financial monitoring skills are what motivated Altios Software to choose Sage CRM.

Altios International is a consulting company for French businesses looking to develop its presence internationally through export. Altios International has three offices in France and several subsidiaries throughout the world. Its turnover is 8 million EUR. The company boasts 80 employees with over 15000 contacts. These contacts are SMBs with a turnover that varies between 5 and 250 million EUR.

With a medium annual growth of 30 percent, along with 400 new contacts each year, Altios International was looking for a customer relationship management system that would help them enhance their business expansion.

"The CRM Act! Solution had become unsuitable, considering the size and growth of our company," explains David Gérard, Co-manager of Altios International. "We needed a flexible solution complete with its own database and analytics tools in order to develop our growth. Sage CRM...fills all these criteria."

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David Gérard,
Co-manager

Challenge

Altios International was looking for a CRM solution that would support and enhance its business expansion whilst being flexible and having the functionality to generate business specific analytics and reports.

Solution

Sage CRM centralized and optimized the group's activity. The flexibility and functional adaptability of Sage CRM, combined with its analytical and financial monitoring skills has driven efficiencies across the business.

Results

Sage CRM has optimized the sales team's activities, and they are now able to easily identify prospects more easily resulting in a huge gain in productivity across the business. The sales team are also able to strengthen relationships with customers and plan ahead.

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David Gérard,
Co-manager

A solution that's easy to implement

Altios International made a thorough study market before choosing Sage CRM. David Gérard explains: "This software was exactly what we needed to keep on evolving and to allow for a decentralized organization. Our choice was also motivated by the expertise and the reactivity of Quadra, our Sage provider and partner. Quadra not only presented the Sage CRM software to us, but it also handled its deployment and the data migration from Act! to Sage CRM. Nowadays, Quadra is still there for us, and to accompany us with the evolution of the solution.

Less than three months were enough to implement the solution. Altios International still takes training courses with Quadra every year for several days, in order to stay on top of the software changes and best practices.

Optimising business activities

Sage CRM is also useful to optimize the sales team's activities. Altios International has implemented a geo-location tool integrated to Google Maps, for instance. This tool is particularly handy to identify the various customers and prospects that the team can visit in any given area.

"This app has enabled us to plan the sales team's visits more efficiently," David Gérard says.

Altios International is also business partner with the Crédit Agricole and ICL, two major banks in France.

"Thanks to Sage CRM, we can easily identify which banks our customers are affiliated to," explains David Gérard.

"This represents a huge gain in time and productivity, as we don't have to look up this type of information on our own anymore. The sales team can use this time to strengthen the quality of their customer relationships."

About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at www.sagecrm.com

